

City of Columbia

701 East Broadway, Columbia, Missouri 65201



Agenda Item Number: REP 108-15

Department Source: City Manager

To: City Council

From: City Manager & Staff

Council Meeting Date: 11/16/2015

Re: REPORT - Smart Growth Parking Audit Workshop, Consultant Recommendations

Documents Included With This Agenda Item

Council memo

Supporting documentation includes: City of Columbia 2015 Parking Audit Results, Smart Growth America Parking Audit Report and Suggested Next Steps

Executive Summary

Last Fall, per the request of Councilpersons Trapp and Thomas, and former Councilperson Hoppe, the City of Columbia, Missouri, applied to Smart Growth America (SGA) for free technical assistance to complete a parking audit workshop. Upon winning the award for technical assistance, the city signed a Memorandum of Understanding (MOU) with SGA stating that it would complete the parking audit and workshop, and make an effort to carry out SGA recommendations resulting from the workshop process (see Smart Growth America Parking Audit Report and Suggested Next Steps).

The following report includes: results of the parking audit; project background; key issues addressed and target policies, ideas and strategies discussed during workshop; Smart Growth consultant recommendations and staff feedback on recommendations. All recommendations can be found beneath item IV, pgs. 3-6, and a summary of staff recommendations are on pg. 7. Staff is seeking Council input on next steps.

Discussion

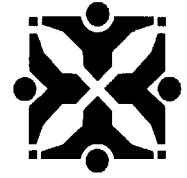
I. Background

Using a tool provided by SGA and guidance from the project consultant, City staff and volunteers conducted a parking audit at the end of August, 2015 (see City of Columbia 2015 Parking Audit Results) to evaluate current parking usage and availability in several neighborhoods in, and adjacent to, downtown. After reviewing the results with City staff, the project consultant traveled to Columbia to conduct the parking audit community forum and workshop on September 22nd and 23rd, 2015.

The parking audit workshop was designed as an opportunity to further discussions on how the city might most effectively partner with other entities to manage parking to achieve community revitalization goals. Following an evening presentation open to the public, the project consultant conducted a day-long stakeholder workshop for elected officials, city staff, landlords, neighborhood association representatives, members of the downtown Community Improvement District (CID), the Downtown Leadership Council (DLC), the Disabilities Commission, the PedNet Coalition, Central Missouri Community Action (CMCA), and University of Missouri (MU) students and staff, including a

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leader of the MU facilities team. The workshop provided a neutral setting where an impartial parking expert could evaluate local policies and practices and offer advice based on the state of the practice, with an emphasis on what works well and what should be avoided.

The intent of the workshop was neither for SGA to create a plan nor bind the community to any particular course of action, but rather to facilitate a discussion within the community about how best to manage parking in the downtown Columbia area. The purpose of this memo is to summarize SGA recommendations to support further discussion and decisions by Columbians to facilitate improved parking management.

II. Key Issues Addressed During Workshop

This workshop was focused on the downtown Columbia area, including surrounding neighborhoods and taking into account the adjacent MU campus and the nearby campuses of Stephens College and Columbia College. Downtown Columbia is a thriving mixed-use downtown with healthy retail storefronts, destination restaurants, office buildings and a significant amount of multi-family residential space associated with student condo and apartment buildings. The presence of residential buildings has been a boon to the economic vitality in downtown, but also a source of growing, long-term (overnight/multi-day) parking demand.

The parking audit workshop was intended to provide two opportunities for the city. First, it would provide a platform with which to bring diverse public parking stakeholders to the table. City leaders and staff, MU, the CID, DLC, PedNet, CMCA and neighborhood associations were committed to participate in the workshop and to partner to implement tools learned from the session. Second, the workshop provided information about new tools for city staff and the community to apply towards the resolution of their parking challenges.

Specific topics addressed at the public forum and stakeholder workshop included:

- ❖ Results of the parking audit conducted by the city using tools provided by SGA;
- ❖ Overall trends in travel demand in the US and in Missouri;
- ❖ Implications of technological advances for future parking demand;
- ❖ Basic principles of modern, strategic parking management;
- ❖ Strategic parking management techniques and practices, including:
 - Shifting transportation mode share away from single occupant vehicles;
 - Shared parking and joint parking and unbundling residential parking ownership;
 - fee-in-lieu payments;
 - Grandfathering of storefront parking arrangements;
 - Enforcement approaches and technologies;
 - Timing of new parking supply;
 - Parking and urban design;
 - Permit parking;
 - Time limits;
 - Parking pricing; and,
 - Parking districts and integrated parking management systems.

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III. Target Policies/Ideas/Strategies Discussed During Forum and Workshop

Discussion at the well-attended evening public forum set the stage for more specific analysis and debate at the stakeholder workshop the next morning. The workshop culminated in the development of consensus goals and action items, derived from the work of break-out teams of local stakeholders, facilitated by SGA and city staff.

Stakeholder discussions centered around several key issues:

- ❖ The need for accurate, real-time metrics about parking demand and supply;
- ❖ How to integrate the programs and policies of the city and MU administration;
- ❖ How to protect and grow downtown businesses and the downtown economy;
- ❖ How to create a walkable downtown and walkable neighborhoods;
- ❖ How to increase transit service levels and transit ridership;
- ❖ How to protect residential neighborhoods from overflow university parking;
- ❖ How to implement a city-wide approach to residential parking permit districts;
- ❖ How to use leading edge technologies to improve parking management; and,
- ❖ How to equitably distribute the costs of providing parking to the end users.

Consensus goals developed by workshop attendees included:

1. People who live in neighborhoods are able to safely park near their homes.
2. Downtown parking is managed in a way that helps downtown grow and thrive.
3. Programs of the city and MU affecting downtown are well integrated.
4. Long-term storage of cars (overnight and multi-day parking) does not impact business and residential short term parking needs.

IV. Consultant Recommended Actions and Timeline to Address Parking Policies/Strategies, Including Staff Feedback

1. Form a city-wide parking commission.

This commission would initially focus on downtown and surrounding neighborhoods, but would later broaden its mission to include all areas of the city.

Within 6 months following workshop

Implement new Parking Commission

Staff Feedback: If council decides to create a parking commission, staff suggests to make it a city wide parking commission from the beginning, as a number of current parking challenges occur beyond the downtown boundaries. In addition, any parking commission would need to include a diverse stakeholder group, similar to the stakeholder representation at the parking workshop.

2. Use mode share and public transportation to reduce downtown parking demand.

A consultant will complete a new transit plan for the local transit system (COMO Connect) in the coming months (procurement is almost complete). Use that project to develop metrics for mode shift away from driving and establish city-wide mode share objectives to ensure an

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integrated approach to parking and transportation.

Within 9 months following workshop

Initiate development of transit plan for COMO Connect

Include mode share analysis and objectives in plan development

Staff Feedback:

Mode share objectives are not included in the Transit Service Analysis and Planning Assistance Project contract with Olsson Associates that has already been approved by council. However, there is potential to include mode share objectives in any plan that is developed after the transit study is completed in early 2017.

3. Public information, marketing and education.

Develop a transportation demand management (TDM) program similar to GO Boulder¹, as a collaboration between the city and MU, which provides information and educational resources on travel choices, including walking, bicycling, transit and driving. Develop outreach to ensure that people are aware of multimodal opportunities and have access to transit passes and other resources to encourage a shift in travel away from single occupant vehicles. Develop an employer TDM outreach to work with employers in Columbia (including the university and colleges) to help employees benefit from commute options and choices.

Within 1 year following workshop

Include new TDM outreach program in 2017 budget development for consideration by City Council

Within 18 months following workshop

Initiate development of new TDM outreach program

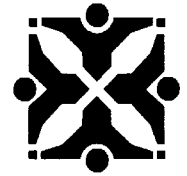
Staff Feedback: With the exception of university and college partnerships, the City of Columbia currently has a number of outreach programs (see below) similar to those under the umbrella of GO Boulder. Barring council direction to alter current activities, staff plans to continue these programs:

COMO Connect, the City's Public Transit System, has a number of programs aimed at increasing awareness of, and access to, transit opportunities. Children under 5 years of age ride free, and students 5-18 years of age can ride free by displaying a valid student ID. The disabled, elderly (ages 65+ years), Medicare and Medicaid recipients, and qualified low income residents can apply for half fare eligibility through the COMO Connect website. In addition, downtown employees qualify for half-price bus fares, priced at \$25 a month. Finally, all persons, including city employees, who have purchased a parking permit in an unmetered off-street parking facility qualify for a free, annual unlimited use bus pass. These programs are currently promoted through the COMO Connect and CID websites.

Since 2008, the city's Get About Education and Outreach programs, managed by the Parks and Recreation Department, has provided a growing number of programs designed to encourage and educate our community about the benefits of healthy transportation. Bicycle safety and skills classes follow the curriculum of the League of American Bicyclists, a national

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advocacy organization. Classes are offered free of charge and include City Cycling, Bike Buddy, bicycle maintenance and weather related cycling seminars. Encouragement programs include a wide variety of theme rides introducing cyclists of all skill levels to bicycle friendly routes. Ride participants are introduced to streets with bike lanes or pedways and those with low traffic volume and connectivity to the Columbia trails system. GetAbout staff participates in numerous outreach opportunities throughout the year at community-wide events, campus activities and workplace seminars. Collateral materials include bike maps, trail guides and bicycle/pedestrian safety pamphlets. GetAbout partners with the CID and various City departments (Transit, Health and Columbia Police Department) to offer awareness activities including Bike, Walk and Wheel Week, Trails Day and Lighten up Columbia (bike light giveaway program). Funding for GetAbout Columbia is provided by the Federal Highway Administration's Non-Motorized Transportation Pilot Program.

On August 17th, 2015, the city's parking utility started a pilot project offering 200 discounted permits to downtown business employees, and others with long-term parking needs, to park at 10-hour meters away from prime parking spaces in the city's central core. Permits are currently \$35 a month and are processed by Parkmobile, Inc. To date, 38 permits have been sold.

As for a larger employer TDM approach, any effective one would need to be completed by MU and University Hospital, other local colleges, etc. and focus not only on employees but students as well. These options could be discussed further if an MU representative is appointed to a potential Parking Commission.

4. Prepare a downtown access and circulation plan.

Develop a downtown access and circulation plan (ACP) to address parking and transportation in downtown and the surrounding neighborhoods. The ACP will result in strategies for improving the operations of each mode – pedestrian, bicycle, transit and personal vehicle – and will establish metrics to support ongoing monitoring and reporting of progress toward plan implementation. Data collection in support of performance metrics will be an early part of plan development. The project will evaluate leading edge technological solutions and tools for parking, transit and traffic management. The plan will address long-term vehicle storage needs (overnight/multi-day parking) to free up short-term parking for access to downtown businesses. The project will be coordinated with the Planning and Zoning Commission, the Bicycle/Pedestrian Commission and the new Parking Commission (see above) to ensure broad awareness of the emerging plan and strong community buy-in and support for implementation.

Within 1 year following workshop

Include new downtown access and circulation plan in 2017 budget development for consideration by City Council

Within 18 months following workshop

Initiate development of new downtown access and circulation plan

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Staff Feedback: Staff believes that the existing public street system and circulation pattern is adequate to serve the downtown area. Besides the on-street and public garage vehicular parking spaces that are available, other projects have been done and/or are pending that will potentially improve downtown access for a variety of modes.

The GetAbout program has implemented hundreds of additional bicycle racks/bicycle parking spaces in the downtown area, and provided funding for sidewalk repairs and improvements, which has been a major upgrade to non-motorized mode access. Other sidewalk projects are continually in process.

The pending Transit Master Plan to be done for COMO Connect will provide new research to maximize the efficiency of COMO Connect's downtown access, and potentially increase ridership and result in a mode shift away from private motor vehicles.

The parking utility has already begun to attend to downtown's long term parking needs through permit price structures based on traveler intent (i.e. hourly visitor, downtown employee, downtown resident, etc.) and prices will continue to be adjusted accordingly as the city grows.

In regard to potential physical changes in motor vehicle downtown access/circulation, the city made an effort in the late 1970's to alter the basic traffic pattern of the downtown by constructing a rectangular one-way traffic loop on existing public streets. This was intended to move through traffic off Broadway and route it onto more peripheral streets. This project was eventually dismantled due to negative public opinion and a general consensus that the arrangement was not beneficial.

Therefore, staff does not recommend the creation of a downtown access and circulation plan, which would require significant staff time and potentially the hiring of an engineering consultant and/or a dedicated staff position to manage the project. However, it could be useful for a potential parking commission to work in partnership with the Planning and Zoning and Bicycle/Pedestrian Commissions to evaluate tools for parking, transit and traffic management, such as data collection in support of performance metrics, technological solutions and ideas for long-term vehicle storage needs.

¹ Go Boulder: <https://bouldercolorado.gov/goboulder>

Fiscal Impact

This report includes recommendations, which are informational at this time. There may be financial impacts to consider should Council decide to pursue any or all of the recommendations.

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Vision, Strategic & Comprehensive Plan Impact

Vision Impact: Downtown, Economic Development, Environment, Transportation

Strategic Plan Impact: Infrastructure...Connecting the Community

Comprehensive Plan Impact: Land Use & Growth Management, Infrastructure, Mobility, Connectivity, and Accessibility, Economic Development, Livable & Sustainable Communities

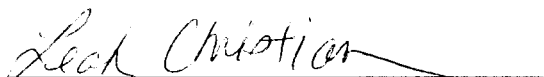
Suggested Council Action


Council is requested to provide input on the four SGA recommendations, while taking into account the staff suggestions for each recommendation below. Staff will incorporate council feedback and revise recommendations before returning to SGA. For recommendations Council wishes to pursue, SGA will then set future progress report due dates, based on the revised recommendations, as required by the city's SGA agreement in the Memorandum of Understanding:

1. If council decides to create a parking commission, staff recommends a city wide parking commission with diverse stakeholder representation, including the MU and other local colleges.
2. The Transit Service Analysis and Planning Assistance Project will be completed in early 2017. Staff could then include mode share objectives in any plan that is developed as a result of the transit study.
3. Staff would like to continue current TDM efforts. However, a larger employer TDM will need to be the focus of MU and other colleges. This topic could be re-visited by a potential parking commission.
4. Staff does not recommend the creation of a downtown access and circulation plan. Yet, it could be useful for a potential parking commission to work in partnership with the Planning and Zoning and Bicycle/Pedestrian Commission to evaluate tools for parking, transit and traffic management, such as data collection in support of performance metrics, technological solutions and ideas for long-term vehicle storage needs.

Legislative History

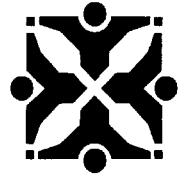
Last fall, per the request of Councilpersons Trapp and Thomas, and former Councilperson Hoppe, staff applied to Smart Growth America (SGA) for free assistance to complete a parking audit workshop.


Department Approved


City Manager Approved

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SUPPORTING DOCUMENTS INCLUDED WITH THIS AGENDA ITEM ARE AS FOLLOWS:

City of Columbia 2015 Parking Audit Results
Smart Growth America Parking Audit Report and Suggested Next Steps

City of Columbia 2015 Parking Audit Results

I. Audit Time Period

Staff and volunteers measured parking capacity at the four time intervals, during the three days, shown below.

Days	Times
Thursday, August 27	8:00 am
Friday, August 28	12:00 pm
Saturday, August 29	3:30 pm
	8:00 pm

II. Focus of the Audit

Areas	Factors
Downtown on-street supply	Utilization*
Downtown off-street supply	Excess Capacity**
North Central Permit Pilot	Turnover***
Benton Stephens	
East Campus	

***Utilization:** The percentage of parking spaces utilized in any given area during the different times of the day/week

****Excess Capacity:** For on street parking, the number of empty spaces at any given time, minus the preferred number of empty spaces (about 15% of total supply for on-street). For off street parking, the number of empty spaces at any given time, minus the preferred number of empty spaces (about 10% of total supply for off-street).

*****Turnover,** in most areas one space per block was examined at each interval to see how long cars were staying. Staff and volunteers performed a specific downtown turnover study by chalking all of the cars parked on each block at each interval.

III. Downtown Audit Results

On Street Parking: Broadway from 8 th -Short & 9 th Street from Broadway to University			
	Thursday	Friday	Saturday
Utilization	55% utilization early morning, and between 70 & 80% rest of day	On Street 57% utilization early morning, and between 83 & 90% rest of day	31% utilization early morning, and between 78 & 86% rest of day
Excess Capacity	Excess capacity of +3 in morning, near -1 mid-day, near +1 late afternoon, and near -1 at night.	Excess capacity of 3 in morning, -.9 mid-day, -.3 late afternoon, and near -1.3 at night.	Excess capacity of 7 in morning, near -1 mid-day, near +.03 late afternoon, and near -.6 at night.
*Turnover	13 cars parked >than 3 hours; 3 cars parked more than 7 hours; 0 cars parked more than 12 hours	18 cars parked >than 3 hours; 7 cars parked more than 7 hours; 3 cars parked more than 12 hours**	17 cars parked >than 3 hours; 0 cars parked more than 7 hours; 1 cars parked more than 12 hours

*This turnover study focused on all the cars parked on both sides of Broadway from 8th to 10th street, and both sides of 9th street, from Broadway to Locust, a total of 110 spaces, (cars were chalked 4 times a day, based on the audit schedule times shown above).

**Parked overnight until Saturday morning

Off Street Parking: 8th & Cherry, 10 th & Cherry, and 5 th & Walnut Garages			
Hourly			
	Thursday	Friday	Saturday
Utilization	41% in early morning, and between 64 & 73% rest of day	34% in early morning, and between 64 & 76% rest of day	57% in early morning, and between 68 & 75% rest of day
Excess Capacity	Excess capacity near 40 early morning, 14 at mid-day, 19 in late afternoon and 15 at night.	Excess capacity near 22 early morning, 12 at mid-day, 12 in late afternoon and 26 at night.	Excess capacity near 26 early morning, 18 at mid-day, 13 in late afternoon and 12 at night
*Permit			
	Thursday	Friday	Saturday
Utilization	66% early morning, 81% mid-day, 49% late afternoon	47% early morning, 30% mid-day, didn't collect late afternoon	
Excess Capacity	Excess capacity of 66 early morning, 45 at mid-day, 14 late afternoon, 10 at night	Excess capacity of 30 early morning, 32 at mid-day	

*Permit parking not enforced after 5:00 on weekdays or on Saturday or Sunday.

****Turnover:** There was not enough staff or volunteer capacity to chalk all of the cars in this study. Therefore, one space in each garage was tracked to measure turnover. Turnover did not appear to be a major issue in the garages: Out of the 3 spaces in the garages examined for turnover 12 times throughout the parking audit study in the hour intervals shown above, 1 car was parked more than 3 hours, 2 cars were parked more than 7 hours, and 6 cars were parked more than 12 hours.

IV. Meter Permit Pilot Area Parking Results

The former City of Columbia Parking Task Force (established July, 2011), a voluntary group of citizens commissioned by the mayor to analyze parking throughout downtown Columbia, studied occupancy rates at our on-street meters and found our 10-hour meters, which are primarily on the periphery of downtown, to be heavily under-utilized. The Task Force proposed offering 200 discounted permits to downtown business employees for parking at these 10-hour meters as a way of utilizing these spaces and, at the same time, freeing up prime parking spaces in the central core for customers.

Below are the audit results of a number of those spaces, from Walnut and Providence, to Walnut and 5th; Park Street from 10th to Orr; E. Ash from Orr to St. James; and St. James from E. Ash to Park.

Meter Permit Pilot Parking Area			
	Thursday	Friday	Saturday
Utilization	6-30%	15-36%	6-35%
Excess Capacity	*Positive	Positive	Positive

*There was plenty of excess capacity in the meter permit pilot parking area at all times.

**** Turnover:** There was not enough staff or volunteer capacity to chalk all of the cars in this study. Therefore, one space on each block in the meter permit pilot area was tracked to measure turnover. Turnover did not appear to be a major issue in this area: Out of the 8 spaces in the area examined for turnover 12 times throughout the parking audit study in the hour intervals shown above, 7 car was parked more than 3 hours, 6 cars were parked more than 7 hours, and no cars were parked more than 12 hours.

V. East Campus and Benton Stephens

East Campus: University, Rosemary & Anthony from College to S. Williams			
	Thursday	Friday	Saturday
Utilization	89- 139%*	120-141%	85-113%
Excess Capacity	**Negative	Negative	Negative

*The number of available spaces in E. Campus was estimated using the same parking space length that is used to create downtown parking spaces. A number of volunteers informed staff that cars in this area were parked tightly into spaces, and often ran over into yellow lines or residential driveways.

**There was negative excess parking capacity in this East Campus area at all times during the audit.

Benton Stephens: Windsor from College to Ripley & Ripley from Walnut to Richardson			
	Thursday	Friday	Saturday
Utilization	89-121%*	113-124%	113-135%
Excess Capacity	**Negative	Negative	Negative

*The number of available spaces in Benton Stephens was estimated using the same parking space length that is used to create downtown parking spaces. A number of volunteers informed staff that cars in this area were parked tightly into spaces, and often ran over into yellow lines or residential driveways.

**There was negative excess parking capacity in this Benton Stephens area at all times during the audit.

*****Turnover:** There was not enough staff or volunteer capacity to chalk all of the cars in this study. Therefore, one space on each block in East Campus and Benton Stephens was tracked to measure turnover. Cars in these areas were staying for long periods of time. Out of the 20 spaces in these areas examined for turnover 12 times throughout the parking audit study in the hour intervals shown above, all of the cars tracked were parked more than 3 hours, 8 of those cars were parked more than 7 hours and the majority (39 cars) were parked more than 12 hours.



Smart Growth America

Building Blocks for Sustainable Communities Program

Columbia, Missouri Parking Audit Report and Suggested Next Steps

Building Blocks for Sustainable Communities Program
September 22 and 23, 2015

To: Leah Christian, Management Fellow, City Management Office

From: Jim Charlier, Charlier Associates, Inc.

Date: September 30, 2015

Background

The City of Columbia, Missouri, applied to Smart Growth America (SGA) for a parking audit workshop in order to “further current city efforts to reduce public demand for subsidized downtown parking, and to develop a fairer transportation system that benefits both car and non-car owners.” Using a tool provided by SGA and guidance from the project consultant, City staff and volunteers conducted a parking audit to evaluate current parking usage and availability in several neighborhoods in, and adjacent to, downtown. After reviewing the results with City staff, the project consultant traveled to Columbia to conduct the parking audit workshop on September 22 and 23rd, 2015.

The parking audit workshop was designed as an opportunity to further discussions on how the City might most effectively partner with other entities to manage parking to achieve community revitalization goals. Following an evening presentation open to the public, the project consultant conducted a day-long stakeholder workshop for elected officials, city staff, landlords, neighborhood association representatives, members of the downtown Community Improvement District (CID), the Downtown

Leadership Council (DLC), the Disabilities Commission, the PedNet Coalition, Central Missouri Community Action (CMCA), and University of Missouri (MU) students and staff, including a leader of the MU facilities team. The workshop provided a neutral setting where an impartial parking expert could evaluate local policies and practices and offer advice based on the state of the practice, with an emphasis on what works well and what should be avoided.

The intent of the workshop was neither for SGA to create a plan nor bind the community to any particular course of action, but rather to facilitate a discussion within the community about how best to manage parking in the Downtown Columbia area. The purpose of this memo is to summarize SGA recommendations to support further discussion and decisions by Columbians to facilitate improved parking management.

1. Key issues addressed during the workshop

This workshop was focused on the Downtown Columbia area, including surrounding neighborhoods and taking into account the adjacent campus of the University of Missouri and the nearby campuses of Stephens College and Columbia College. Columbia is a city with a population of about 120,000 that holds the county seat of Boone County and is the only city in the Columbia Metropolitan Area.

Downtown Columbia is a thriving mixed-use downtown with healthy retail storefronts, destination restaurants, office buildings and a significant amount of multi-family residential space associated with student condo and apartment buildings. The presence of residential buildings has been a boon to the economic vitality in downtown, but also a source of growing, long-term (overnight/multi-day) parking demand.

The City has been interested in smart growth solutions and has had a number of smart growth successes. However, with a rapidly growing student and general population, and a culture of car dependency, demand for parking downtown and in adjacent

neighborhoods has outpaced available supply. The city, university and community leaders realized that smart growth principles are a necessary part of any parking solution, but the community as a whole, as well as city staff, lacked understanding of how these principles could be applied to alleviate the parking predicament. As a result, public parking discussions devolve into struggles over public parking space, and city staff has not had an appropriate tool kit with which alleviate these community conflicts.

The parking audit workshop was intended to provide two opportunities for the city. First, it would provide a platform with which to bring diverse public parking stakeholders to the table. City leaders and staff, MU, the CID, DLC, PedNet, CMCA and neighborhood associations were committed to participate in the workshop and to partner to implement tools learned from the session. Second, the workshop would provide new tools for city staff and the community to apply towards the resolution of their parking challenges.

Moreover, the workshop was intended to further city efforts to reduce public demand for subsidized downtown parking and to develop a more equitable transportation system that benefits all travelers. The City intends to use the knowledge gained from the workshop to integrate parking solutions into its ongoing development code update, improve the city's evolving residential parking permit program, create a downtown employee parking/transit program and a Parking Advisory Commission, and improve the overall usefulness of, and participation in, the public transit system.

Specific topics addressed at the public forum and stakeholder workshop included:

- Results of the parking audit conducted by the City using tools provided by SGA;
- Overall trends in travel demand in the US and in Missouri;
- Implications of technological advances for future parking demand;
- Basic principles of modern, strategic parking management;
- Strategic parking management techniques and practices, including:
 - shifting transportation mode share away from single occupant vehicles;

- shared parking and joint parking and unbundling residential parking ownership;
- fee-in-lieu payments;
- grandfathering of storefront parking arrangements;
- enforcement approaches and technologies;
- timing of new parking supply;
- parking and urban design;
- permit parking;
- time limits;
- parking pricing; and,
- parking districts and integrated parking management systems.

2. Target policies/ideas/strategies discussed during the workshops

Discussion at the well-attended evening public forum set the stage for more specific analysis and debate at the stakeholder workshop the next morning. The workshop culminated in the development of consensus goals and action items, derived from the work of break-out teams of local stakeholders, facilitated by SGA and city staff.

Stakeholder discussions centered around several key issues:

- The need for accurate, real-time metrics about parking demand and supply;
- How to integrate the programs and policies of the City and UM administration;
- How to protect and grow downtown businesses and the downtown economy;
- How to create a walkable downtown and walkable neighborhoods;
- How to increase transit service levels and transit ridership;
- How to protect residential neighborhoods from overflow university parking;
- How to implement a city-wide approach to residential parking permit districts;
- How to use leading edge technologies to improve parking management; and,
- How to equitably distribute the costs of providing parking to the end users.

Consensus goals developed by workshop attendees included:

1. People who live in neighborhoods are able to safely park near their homes.

2. Downtown parking is managed in a way that helps downtown grow and thrive.
3. Programs of the City and University affecting downtown are well integrated.
4. Long-term storage of cars (overnight and multi-day parking) does not impact business and residential short term parking needs.

3. Actions to address policies/strategies

The stakeholders developed the following list of consensus priority actions:

a. Form a city-wide parking commission.

(Lead: shared by City staff and City Council) This commission would initially focus on downtown and surrounding neighborhoods, but would later broaden its mission to include all areas of the city.

b. Use mode share and public transportation to reduce downtown parking demand. (Lead: Public Works) A consultant will complete a new transit plan for the local transit system (COMO Connect) in the coming months (procurement is almost complete). Use that project to develop metrics for mode shift away from driving and establish city-wide mode share objectives to ensure an integrated approach to parking and transportation.

C. Public information, marketing and education.

(Leads: Community Development, Public Works, Parks & Rec) Develop a transportation demand management (TDM) program similar to GO Boulder, as a collaboration between the City and University, which provides information and educational resources on travel choices, including walking, bicycling, transit and driving. Develop outreach to ensure that people are aware of multimodal opportunities and have access to transit passes and other resources to encourage a shift in travel away from single occupant vehicles. Develop an employer TDM outreach to work with employers in Columbia (including the university and colleges) to help employees benefit from commute options and choices.

d. Prepare a downtown access and circulation plan.

(Lead: Community Development Department)

Develop a downtown access and circulation plan to address parking and transportation in downtown and the surrounding neighborhoods. The ACP will result in strategies for improving the operations of each mode - pedestrian, bicycle, transit and personal vehicle - and will establish metrics to support ongoing monitoring and reporting of progress toward plan implementation. Data collection in support of performance metrics will be an early part of plan development. The project will evaluate leading edge technological solutions and tools for parking, transit and traffic management. The plan will address long-term vehicle storage needs (overnight/multi-day parking) to free up short-term parking for access to downtown businesses. The project will be coordinated with the Planning and Zoning Commission, the Bicycle/Pedestrian Commission and the new Parking Commission (see a above) to ensure broad awareness of the emerging plan and strong community buy-in and support for implementation.

4. Timeframe for accomplishing actions

Within 3 months following workshop

- Provide City Council with a briefing on outcomes from the parking audit and workshop and this action plan

Within 6 months following workshop

- Implement new Parking Commission

Within 9 months following workshop

- Initiate development of transit plan for COMO Connect
- Include mode share analysis and objectives in plan development

Within 1 year following workshop

- Include new TDM outreach program in 2017 budget development for consideration by City Council
- Include new downtown access and circulation plan in 2017 budget development for

consideration by City Council

Within 18 months following workshop

- Initiate development of new TDM outreach program
- Initiate development of new downtown access and circulation plan

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